



RECODE[®]
"Everyday Makeup"





A group of seasoned cosmetic experts –passionate and committed to drive excellence in the industry—we combined quality with creativity to bring about a Universal Studio Arte in makeups

As our experience in handling the designs, production and business management of cosmetic products — across the globe — runs into a decade now, we see ourselves as the energy leaders spearheading the need for bringing premier quality products to the markets.

Our association with manufacturers such as Germany and France boosts our confidence further to promise a product quality which is beyond excellence.

Market Size

Massive market for taking

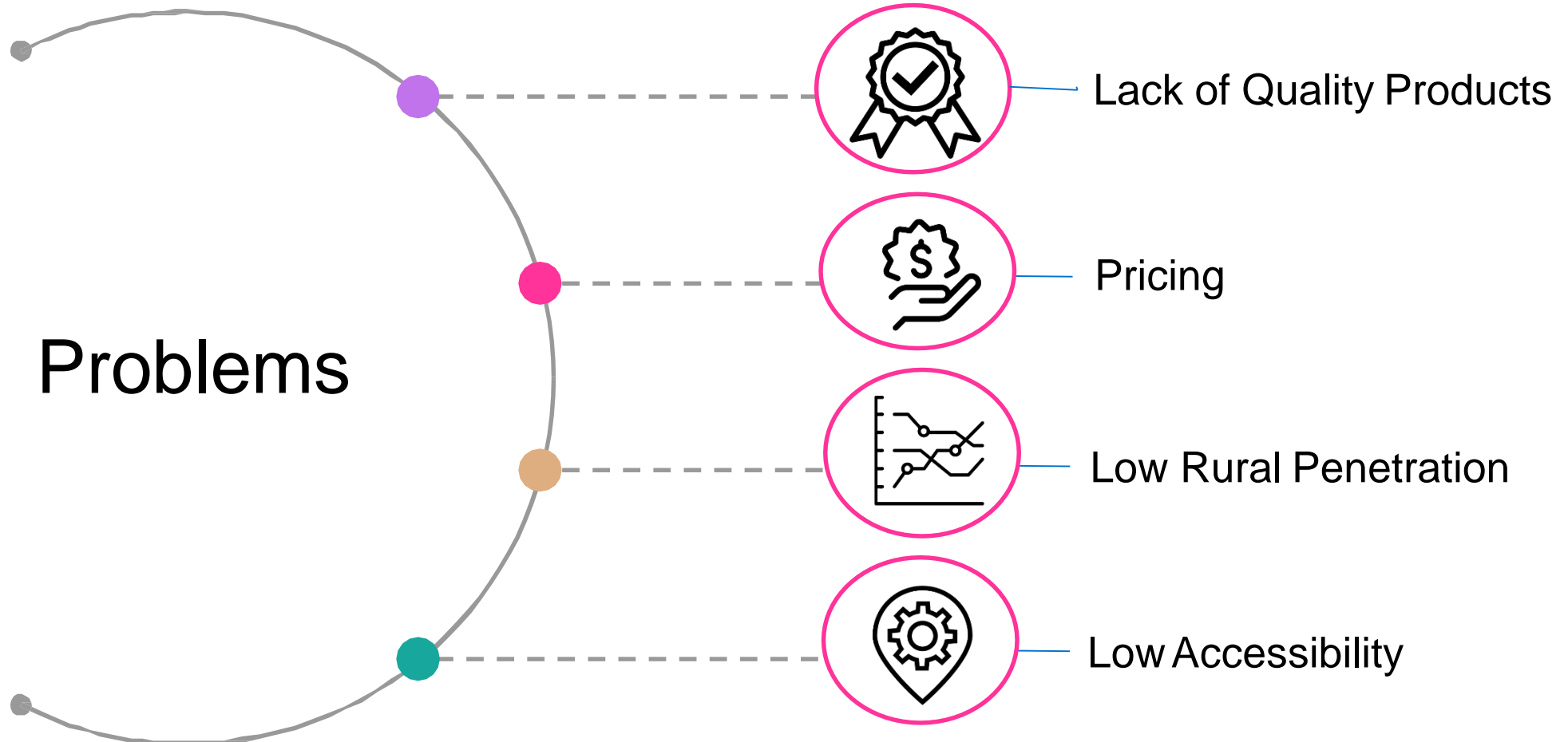
TAM:
\$20 Billion

INDIAN
COSMETICS
MARKET

SAM:
\$14 Billion

Across industries Tier-2 cities form major share of sales. Cosmetics industry is on a similar path with focus on location give these an edge as US

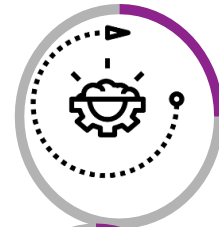
WHY RECODE - PROBLEMS



WHY RECODE - SOLUTIONS



Kriti Ds, Our Blogger with huge customer base of 700 K, using the innovative product – Gel Eyeliner cum Kajal Pencil



RECODE provides innovative products



RECODE products are available at an affordable price



RECODE is the market place for 50 plus brand



RECODE have accessibility in the rural area



RECODE provides high quality products

PRODUCTS CATEGORIES



Lipstick & Lip care products



Eye Products



Face and skin care Essentials



Hair Care

THE EXPERTS AT WORK








DHEERAJ BANSAL
Co-founder and CEO
Serial Entrepreneur

RAHUL SACHDEVA
Co-founder and COO
MBA

COMPETITORS

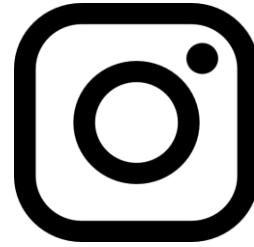


Competitors					
Tier 2 Connectivity	✓	✗	✗	✗	✗
Low Price	✓	✗	✗	✗	✗
Market place for Brands	✓	✗	✗	✓	✗
Strong Innovation Pipeline	✓	✗	✗	✓	✗
Innovative Products	✓	✗	✗	✓	✗
High Rural Penetration	✓	✓	✓	✓	✓

DIGITAL MARKETING STRATEGY

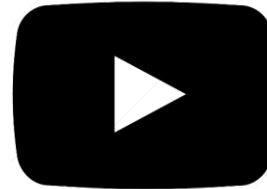


Swara Bhaskar
Brand Ambassador



RECODE Instagram page
have 208 K Followers

In collaboration with 100's top
beauty influencers such as
meenakshi dutt ,parul
garg,iza setia ,guneet viridi
and so on



Recode YouTube page has 25k
followers



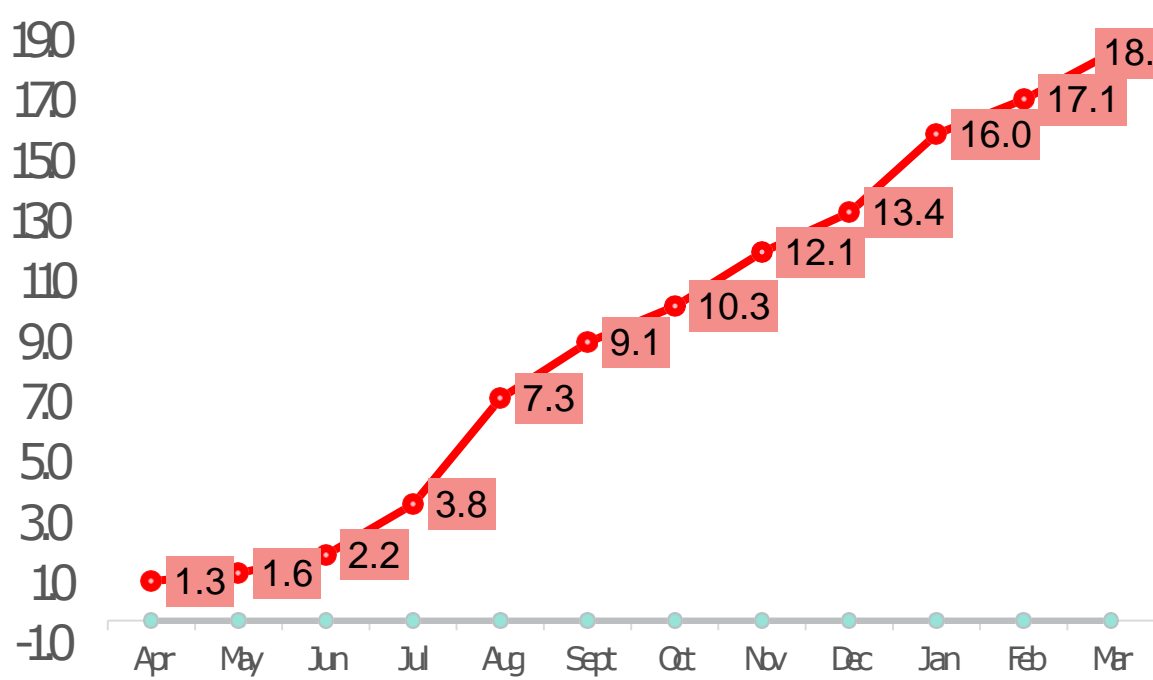
Download on the
App Store



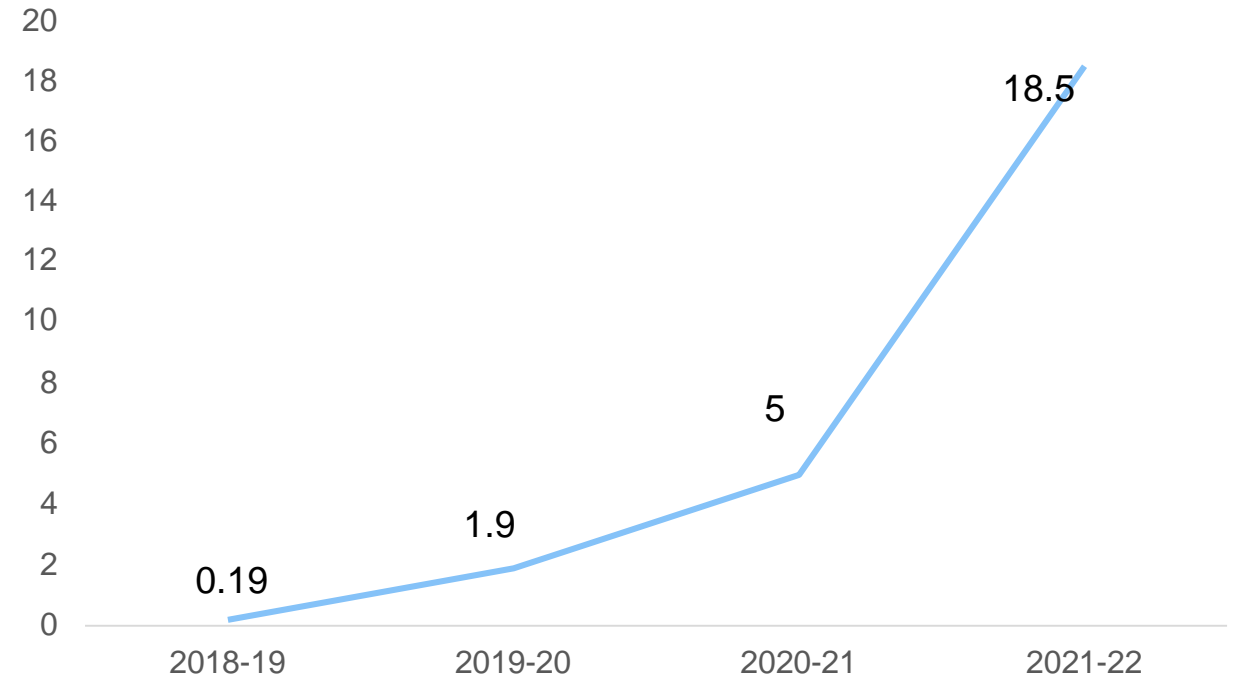
GET IT ON
Google Play

TRACTION

Cumulative Sale 2021-22 (INR in crores)

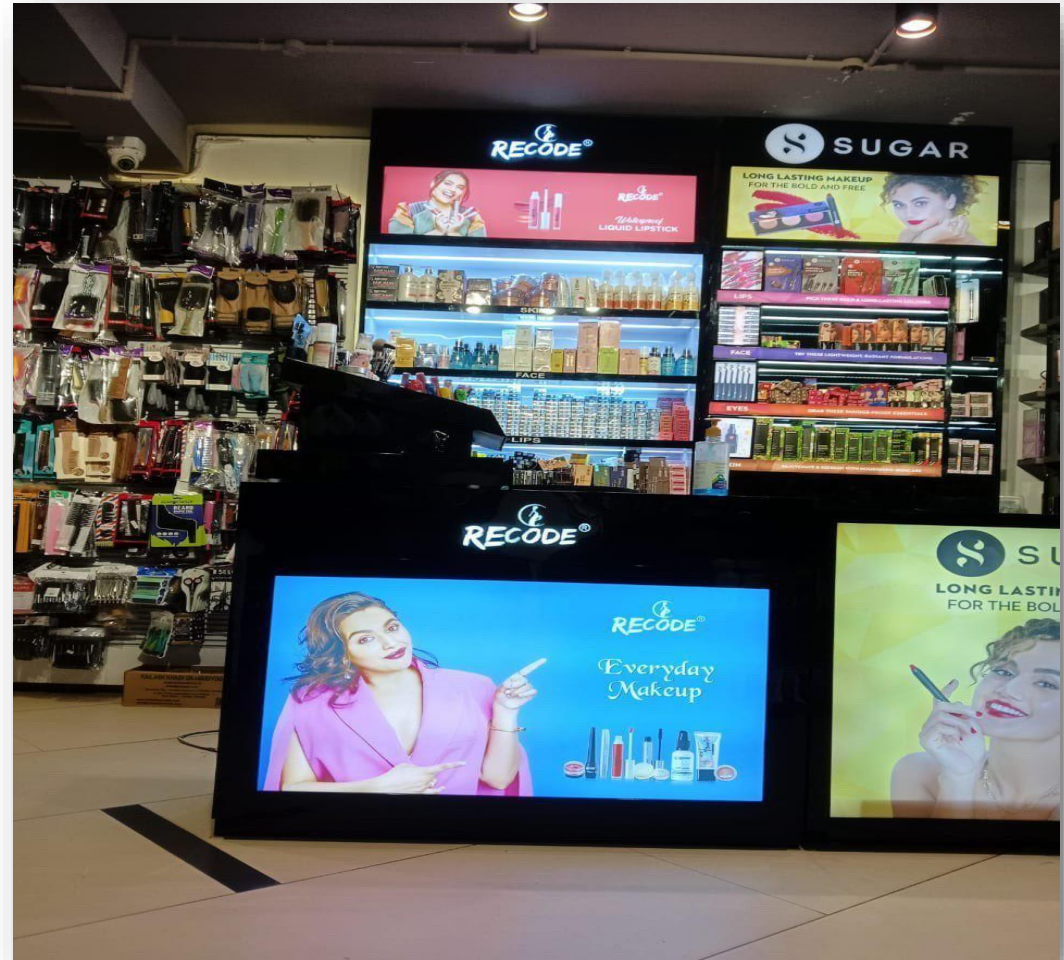


Sales in Financial Year (INR in crores)



Our sales grew at **360%** CAGR for 2018-19 to 2021-22.

OFFLINE STORES



FUND ASK & USAGE

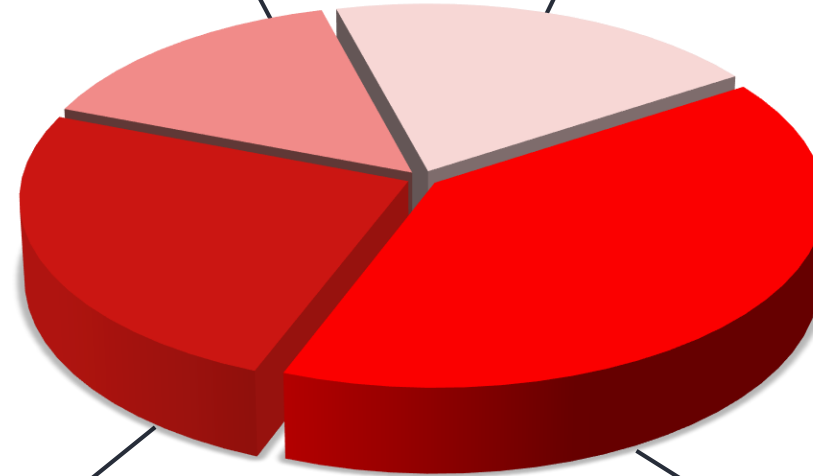
Raising INR 10 Cr

Innovation 20%

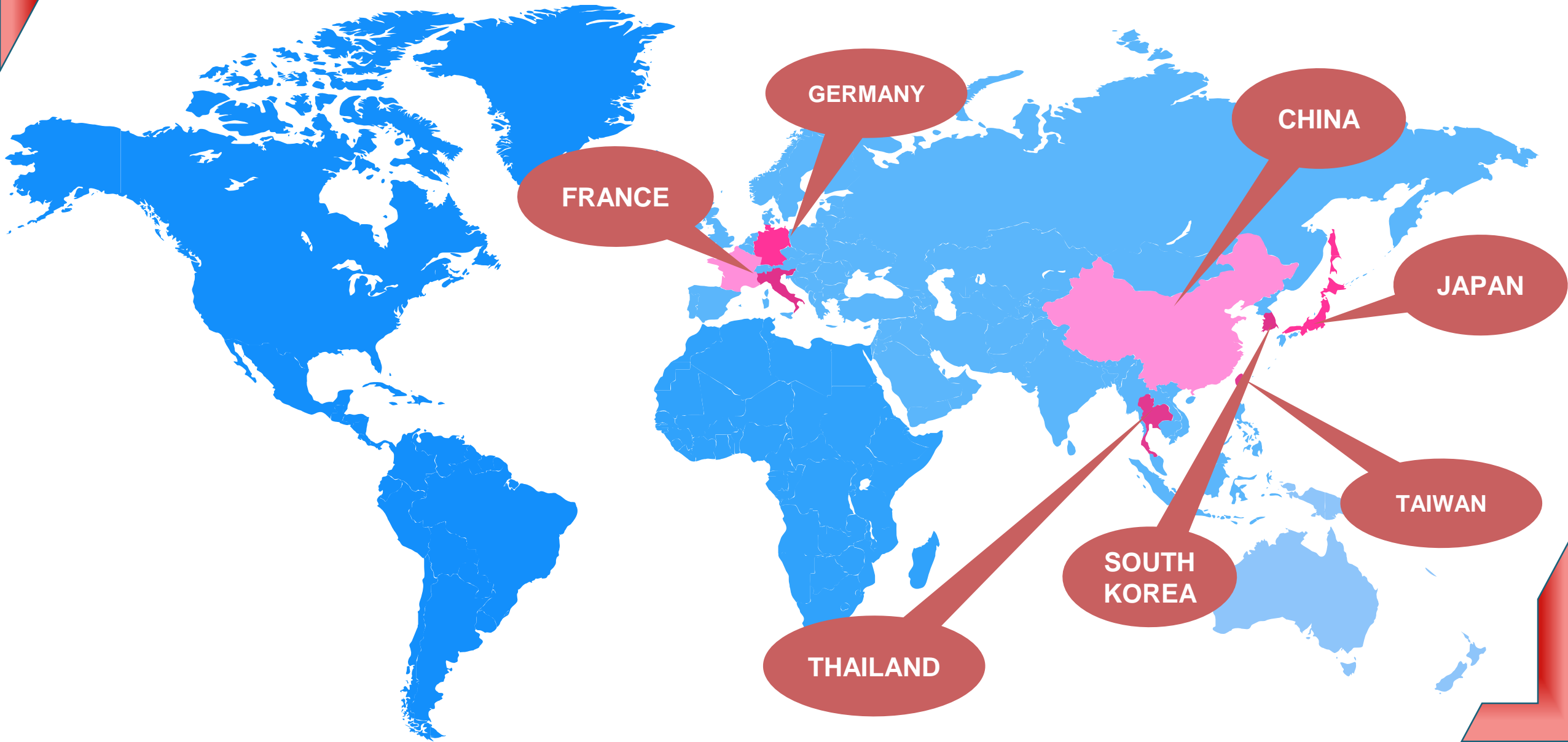
Inventory 30%

Hiring 10%

Expansion 40%

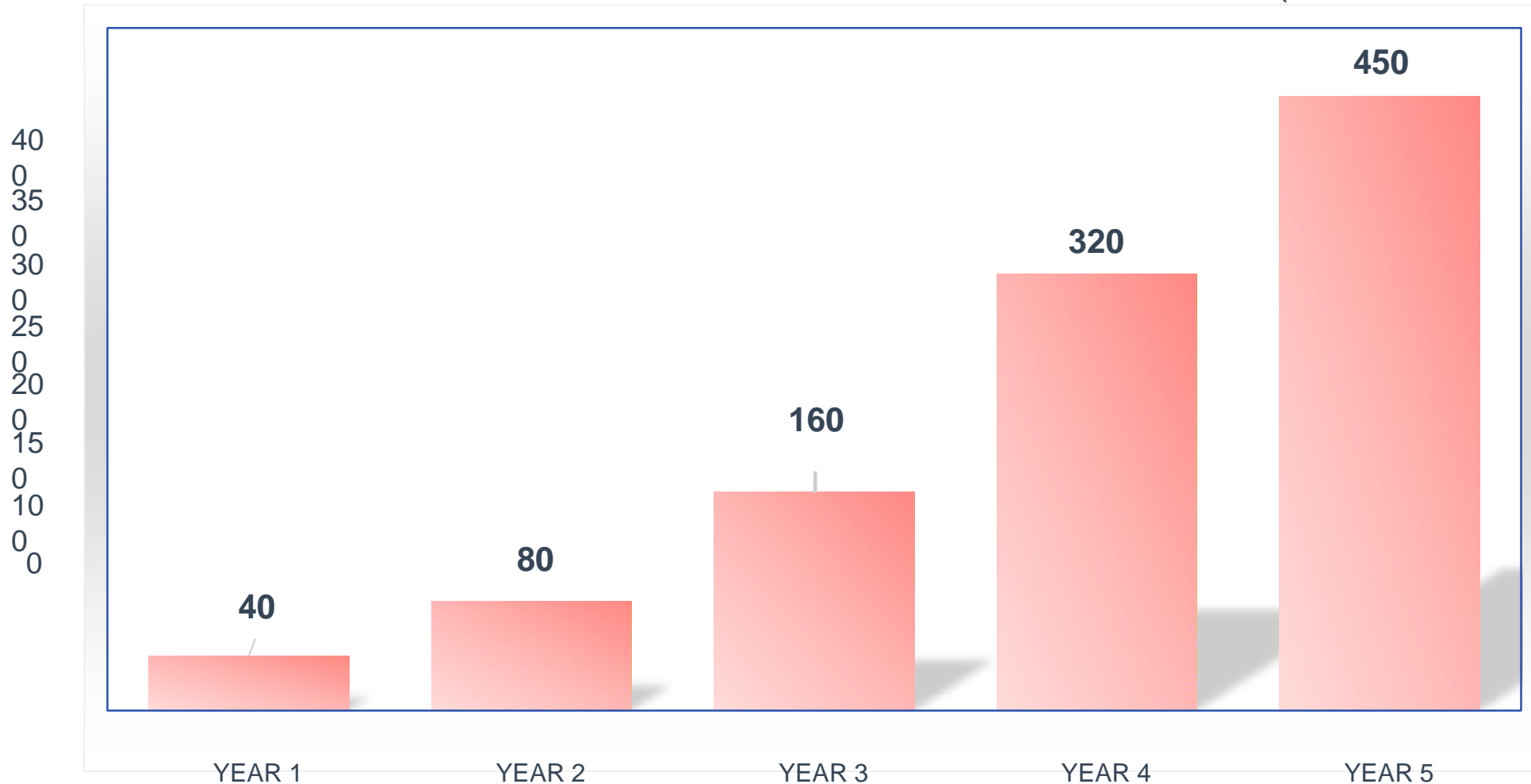


GLOBAL TIE-UPS



FINANCIAL PROJECTIONS

Revenue
(*in INR Crores)





THANK YOU

